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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 30

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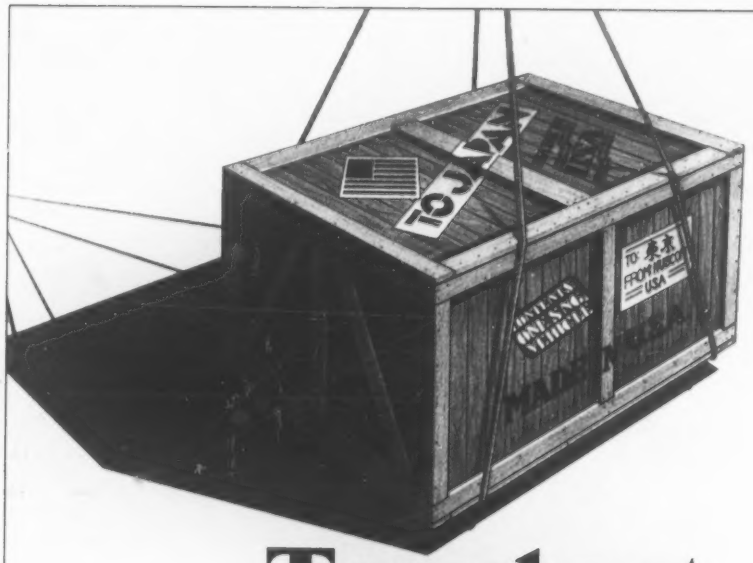

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56th Year 1987

NAB:

Vol. 112 No. 13

Broadcasting ⚡ Mar 30

FCC acts on must-carry rules
At Large with Al Swift □ NAB opens in Dallas
At Large with CAB's Bob Alter and Ed Bennett

FOR A FEE □ FCC approves new must-carry rules with A/B switch caveat that cable operators can charge for installation of devices. **PAGE 55.**

SWEEPING RESULTS □ Market-by-market breakdown finds NBC atop Arbitron's prime time February sweeps. **PAGE 61.**

SWIFT AT LARGE □ Representative Al Swift (D-Wash.) has been on leading edge of congressional movement to make ratification of public interest standard part of license renewal legislation.

NAB 87 □ National Association of Broadcasters opens its 65th annual convention in Dallas. **PAGE 83.** An agenda appears on **PAGE 84.** Product enhancements dominate exhibit floor. **PAGE 96.** A complete review of exhibitors begins on **PAGE 100.**

CABLE CLEARED □ Supreme Court upholds appeals court ruling that struck down Utah cable indecency statute. **PAGE 143.**

FOX TALK □ Fox Chairman Barry Diller, in previewing network lineup, estimates company will bring in $125 million in first year. **PAGE 150.**

GAINING GROUND □ Cable television takes a small but growing slice of the advertising pie. On the eve of the Cabletelevision Advertising Bureau's sixth convention, BROADCASTING sat down with CAB executives Bob Alter and Ed Bennett (Viacom Cable) to discuss where cable advertising has been and where it's going. **PAGE 154.**

BLAIR OFFER □ Former CBS executive James Rosenfield heads group vying for certain broadcast assets of John Blair & Co. **PAGE 166.**

NEWS REVIEW □ Top network news producers differ over how budget cuts will affect quality of network news. **PAGE 174.**

MAN OF ACTION □ Massachusetts Representative Edward Markey brings a passionate public spirit to what he says will be a "vigorous" chairmanship of the House Telecommunications Subcommittee. **PAGE 199.**

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emotional reasons," Matthews said.

However, Matthews noted that some have benefited from the changes, among them some agencies "just below the top tier of mega-agencies," which are "delighted with the fallout of the conflicts caused by mega-mergers. They are delighted to find it easier to hire some of the talented people who either lost their jobs in merger activity or who elected to leave the battle to return to more traditional work places."

Matthews's concern, however, was that "all this negative publicity, all this squabble about conflicts, all this conversation about windfall profits and overnight millionaires has the potential to trickle down and affect our entire business. Some people feel that all this negativism has created a crisis in advertiser confidence in their agencies and that the marketing partnership, which has worked so well for the mutual benefit of agencies and advertisers alike, may be seriously threatened."

Among the other problems facing the agency business, Matthews said, is "the shrinking revenue base...[The] typical agency is facing severe pressure on the bottom line"; a loss of productivity in the past 25 years, and a "growing number of big advertisers [that are] fractionating their marketing efforts, by moving sizable dollars inside." Additionally, he said, while it has been estimated that in 1986 there was a 7.7% increase in advertising media growth, that percentage is less than that of other marketing expenditures, he said.

Another major problem cited by Matthews is "the crisis in advertiser confidence in agencies" and a diminished image of advertising agencies. Matthews said that he believes "that most of the agency mergers were or normally would be perceived among advertisers as evolutionary development matching the advertiser merger activity." But, he said, "the pace of the merger activity and the fact that a sizable number of U.S. agencies were sold to a 'foreign' agency group seemed to evoke an unusally violent reaction by U.S. advertisers."

Matthews said that "the bottom line is that many advertiser top management people view us in a less favorable light than, say, two years ago. We appear less responsible, less accountable, less business-like. We appear more money-oriented and less creative-oriented. We are less likely to be considered business-marketing-partners than we were two years ago." While solutions to the problems are difficult, Matthews said, "the way back to a more professional, credible relationship with our clients lies in responsible actions" and a reemphasis on creativity.

Creative ideas "give a company a brand new and fresh consideration in the consumer's mind...If you're truly looking for ideas which will inspire and move people to buy your company, your service, your products, then your greatest value is the full service agency," he said, adding: "But too many people have lost sight of this inalienable truth. We must find a way to win them back." □

NBC gets prime numbers in Arbitron February sweeps

NBC wins prime time daypart in majority of markets; CBS is second, ABC third;

NBC-TV continued its dominance in prime time in the Arbitron sweeps, based on results from 213 Arbitron markets provided to BROADCASTING by the ratings company for the February sweep period.

NBC affiliates won in 110 markets in prime time this time around. CBS came in first in 62 markets, and ABC won in 33 markets. There were eight ties for first place, six between NBC and CBS and two between NBC and ABC.

In the top 10 markets, NBC had outright wins in half of them: Boston, Detroit, Los Angeles, New York and San Francisco. It tied with CBS for first in Washington. CBS's only outright first-place finish in the top 10 came in Dallas. ABC placed first in Chicago, Houston and Philadelphia.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	18	20	**26**
Albany, Ga. (153)	4	—	**62**
Albany-Schenectady-Troy, N.Y. (51)	74	**91**	89
Albuquerque, N.M. (65)	73	48	**76**
Alexandria, La. (161)	6	—	**44**
Alexandria, Minn. (183)	—	**31**	—
Alpena, Mich. (212)	—	**6**	—
Amarillo, Tex. (117)	**40**	26	31
Ardmore-Ada, Okla. (174)	**22**	20	19
Atlanta (12)	195	203	**221**
Augusta, Ga. (99)	**51**	42	28
Austin, Tex. (72)	47	**59**	44
Bakersfield, Calif. (148)	20	23	**27**
Baltimore (21)	167	156	**202**
Bangor, Me. (154)	17	**26**	**26**
Baton Rouge (91)	**71**	64	44
Beaumont-Port Arthur, Tex. (122)	33	42	**52**
Bend, Ore. (208)	—	4	**5**
Billings-Hardin, Mont. (163)	17	**19**	11
Biloxi-Gulfport-Pascagoula, Miss. (179)	**38**	—	—
Binghamton, N.Y. (132)	12	**44**	19
Birmingham (Anniston), Ala. (43)	91	48	**127**
Bluefield-Beckley-Oak Hill, W.Va. (143)	23	—	**36**
Boise, Idaho (138)	24	21	**30**
Boston (6)	306	292	**355**
Bowling Green, Ky. (197)	**24**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	22	46	**76**
Buffalo, N.Y. (36)	95	105	**119**
Burlington, Vt.-Plattsburgh, N.Y. (93)	16	**42**	41
Butte, Mont. (188)	8	**10**	8
Casper-Riverton, Wyo. (184)	7	7	**12**
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	46	40	**55**
Charleston, S.C. (109)	37	45	**46**
Charleston-Huntington, W.Va. (47)	75	72	**123**
Charlotte, N.C. (32)	99	**144**	70
Charlottesville, Va. (196)	—	—	**8**
Chattanooga (80)	52	47	**70**
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	12	**15**
Chicago (3)	**545**	387	520
Chico-Redding, Calif. (141)	**29**	20	12
Cincinnati (28)	102	132	**140**
Clarksburg-Weston, W.Va. (166)	—	**27**	23
Cleveland (11)	273	221	**287**
Colorado Springs-Pueblo (100)	**40**	36	38
Columbia, S.C. (88)	32	38	**89**
Columbia-Jefferson City, Mo. (142)	17	26	**31**
Columbus, Ga. (121)	**45**	38	18
Columbus, Ohio (34)	94	117	**129**
Columbus-Tupelo, Miss. (135)	10	30	**53**
Corpus Christi, Tex. (119)	**36**	27	30
Dallas-Fort Worth (8)	245	**253**	236
Davenport, Iowa-Rock Island-Moline, Ill. (74)	48	51	**69**
Dayton, Ohio (48)	68	**103**	81
Denver (19)	178	136	**183**
Des Moines (66)	50	**66**	64
Detroit (7)	274	247	**344**
Dothan, Ala. (160)	10	**39**	—
Duluth, Minn.-Superior, Wis. (120)	28	27	**31**
El Centro, Calif.-Yuma, Ariz. (182)	—	5	**11**
El Paso (105)	35	33	**45**
Elmira, N.Y. (165)	11	—	**17**

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Erie, Pa. (137)	22	23	**42**
Eugene, Ore. (133)	26	**29**	15
Eureka, Calif. (187)	—	**9**	**9**
Evansville, Ind. (90)	**50**	39	47
Fargo, N.D. (104)	35	34	**39**
Farmington, N.M. (201)	—	—	**6**
Flagstaff, Ariz. (206)	—	—	**6**
Flint-Saginaw-Bay City, Mich. (56)	89	38	**93**
Florence, S.C. (144)	22	**48**	—
Fort Myers-Naples, Fla. (101)	22	**48**	39
Fort Smith, Ark. (147)	23	**32**	17
Fort Wayne, Ind. (97)	38	**39**	37
Fresno-Visalia, Calif. (63)	58	55	**61**
Gainesville, Fla. (169)	**18**	—	—
Glendive, Mont. (213)	—	**2**	1
Grand Junction-Durango, Colo. (175)	7	**14**	10
Grand Rapids-Kalamazoo, Mich. (40)	93	75	**99**
Great Falls, Mont. (178)	**13**	10	5
Green Bay-Appleton, Wis. (68)	65	51	**67**
Greensboro-Winston Salem-High Point, N.C. (50)	79	104	**106**
Greenville-New Bern-Washington, N.C. (96)	32	46	**63**
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	82	103	**141**
Greenwood-Greenville, Miss. (168)	**27**	13	—
Hagerstown, Md. (194)	—	—	**20**
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	62	66	**114**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (23)	120	**161**	94
Helena, Mont. (210)	—	—	**5**
Houston (10)	**246**	185	221
Huntsville-Decatur-Florence, Ala. (89)	44	**49**	48
Idaho Falls-Pocatello (159)	14	**16**	**16**
Indianapolis (24)	114	136	**146**
Jackson, Miss. (85)	29	56	**65**
Jackson, Tenn. (191)	**29**	—	—
Jacksonville, Fla. (57)	51	**86**	62
Johnstown-Altoona, Pa. (86)	—	53	**89**
Jonesboro, Ark. (176)	**30**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	26	**30**	**30**
Kansas City, Mo. (29)	115	128	**142**
Knoxville, Tenn. (61)	60	**75**	52
La Crosse-Eau Claire, Wis. (136)	19	30	**39**
Lafayette, Ind. (192)	—	**13**	—
Lafayette, La. (112)	43	**58**	—
Lake Charles, La. (172)	—	—	**41**
Lansing, Mich. (102)	—	**54**	47
Laredo, Tex. (199)	**4**	3	**4**
Las Vegas (94)	31	37	**48**
Laurel-Hattiesburg, Miss. (162)	—	—	**35**
Lexington, Ky. (73)	38	**66**	54
Lima, Ohio (195)	—	—	**18**
Lincoln-Hastings-Kearney, Neb. (92)	27	**47**	16
Little Rock, Ark. (53)	76	68	**93**
Los Angeles (2)	616	541	**670**
Louisville, Ky. (49)	59	98	**113**
Lubbock, Tex. (150)	20	24	**26**
Macon, Ga. (131)	17	**40**	20
Madison, Wis. (107)	38	**44**	40
Mankato, Minn. (209)	—	**10**	—
Marquette, Mich. (185)	—	**18**	—
McAllen-Brownsville, Tex. (116)	**29**	25	21
Medford, Ore. (155)	13	18	**33**
Memphis (39)	76	109	**135**
Meridian, Miss. (177)	**20**	9	7
Miami (14)	178	**199**	187
Milwaukee (30)	105	113	**141**
Minneapolis-St. Paul (15)	168	**176**	168
Minot-Bismarck-Dickinson, N.D. (146)	9	24	**38**
Missoula-Butte, Mont. (173)	**17**	13	**17**
Mobile, Ala.-Pensacola, Fla. (55)	68	**85**	82
Monroe, La.-El Dorado, Ark. (115)	13	**58**	35
Montgomery-Selma, Ala. (108)	17	34	**73**
Nashville (31)	90	134	**144**
New Orleans (33)	88	**134**	125
New York (1)	1,001	975	**1,082**
Norfolk-Portsmouth-Newport News, Va. (46)	77	89	**96**
North Platte, Neb. (211)	—	—	**7**

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Odessa-Midland, Tex. (140)	28	**29**	25
Oklahoma City (37)	78	**106**	105
Omaha (69)	**75**	60	70
Orlando-Daytona Beach-Melbourne, Fla. (27)	132	121	**151**
Ottumwa, Iowa-Kirksville, Mo. (204)	**19**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (77)	32	68	**71**
Palm Springs, Calif. (181)	8	—	**9**
Panama City, Fla. (171)	18	—	**28**
Parkersburg, W.Va. (198)	—	—	**11**
Peoria, Ill. (103)	38	36	**46**
Philadelphia (4)	**492**	408	473
Phoenix (22)	131	**158**	145
Pittsburgh (13)	**244**	242	213
Portland, Ore. (26)	106	117	**122**
Portland-Poland Spring, Me. (79)	52	42	**57**
Presque Isle, Me. (205)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (42)	88	77	**116**
Quincy, Ill.-Hannibal, Mo. (151)	—	30	**32**
Raleigh-Durham, N.C. (35)	100	**106**	49
Rapid City, S.D. (167)	**25**	—	15
Reno (124)	**28**	20	24
Richmond, Va. (60)	62	**76**	73
Roanoke-Lynchburg, Va. (71)	40	**69**	65
Rochester-Austin, Minn.-Mason City, Iowa (149)	22	19	**30**
Rochester, N.Y. (70)	54	64	**68**
Rockford, Ill. (114)	33	31	**40**
Roswell, N.M. (180)	—	**15**	—
Sacramento-Stockton, Calif. (20)	129	139	**185**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (18)	145	192	**225**
Salinas-Monterey-San Jose, Calif. (111)	**49**	21	41
Salisbury, Md. (164)	14	**23**	20
Salt Lake City (41)	104	84	**109**
San Angelo, Tex. (190)	—	**12**	—
San Antonio, Tex. (44)	81	93	**96**
San Diego (25)	94	**111**	103
San Francisco (5)	281	288	**300**
Santa Barbara-Santa Maria, Calif. (113)	**29**	24	20
Sarasota, Fla. (156)	**20**	—	—
Savannah, Ga. (110)	21	**47**	36
Seattle-Tacoma (16)	160	139	**188**
Shreveport, La.-Texarkana, Tex. (62)	75	75	**76**
Sioux City, Iowa (123)	32	12	**37**
Sioux Falls-Mitchell, S.D. (98)	45	**56**	25
South Bend-Elkhart, Ind. (84)	41	57	**69**
Spokane, Wash. (78)	51	50	**60**
Springfield, Mass. (106)	32	—	**49**
Springfield, Mo. (83)	20	57	**67**
Springfield-Decatur-Champaign, Ill. (76)	49	57	**65**
Syracuse, N.Y. (67)	53	74	**76**
Tallahassee, Fla.-Thomasville, Ga. (129)	14	**45**	11
Tampa-St.Petersburg (17)	182	199	**205**
Terre Haute, Ind. (127)	10	34	**45**
Toledo, Ohio (64)	56	79	**89**
Topeka, Kan. (144)	13	**26**	**26**
Traverse City-Cadillac, Mich. (139)	16	**39**	37
Tucson, Ariz. (81)	43	42	**52**
Tulsa, Okla. (52)	**95**	77	76
Tuscaloosa, Ala. (186)	—	**11**	—
Twin Falls, Idaho (203)	—	**8**	—
Tyler-Longview, Tex. (125)	**45**	10	—
Utica, N.Y. (158)	14	—	**28**
Victoria, Tex. (207)	4	—	**7**
Waco-Temple, Tex. (95)	19	**51**	36
Washington (9)	228	**232**	**232**
Watertown-Carthage, N.Y. (170)	—	**17**	—
Wausau-Rhinelander, Wis. (130)	33	**35**	15
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	49	31	**79**
Wheeling, W.Va.-Steubenville, Ohio (134)	—	**52**	47
Wichita-Hutchinson, Kan. (58)	56	**68**	64
Wichita Falls, Tex.-Lawton, Okla. (126)	24	25	**32**
Wilkes Barre-Scranton, Pa. (59)	85	73	**95**
Wilmington, N.C. (152)	28	9	**59**
Yakima, Wash. (128)	21	**28**	24
Youngstown, Ohio (87)	41	52	**62**
Zanesville, Ohio (202)	—	—	**13**

vention made "The Business of Doin' Business" its theme, and, said Doyle: "There is no reason to think that anything besides the business of the business will be more important" to station executives next year. □

Diller previews Fox programing

At gathering of reporters in New York, Fox executive estimates first-year revenue of $125 million

The Fox Broadcasting Co. will generate an estimated $125 million in its first year on the air. That estimate came from Barry Diller, Fox Film Corp. chairman and chief executive officer, during an FBC presentation of new programs to reporters in New York last week. "We don't know really" when the company will turn a profit, Diller added, although the expectation is it will take less than five years. The company launched its first program, *The Late Show Starring Joan Rivers*, last October and is rolling out a five-hour slate of prime time shows starting next Sunday (April 5).

At the screening last week, the sense among reporters was that the one sitcom pilot shown was more permissive in content than would be tolerated on the three broadcast networks. The two stars of the program, Ed O'Neil and Katy Sagal, agreed, suggesting that was the intent, as an added drawing card for viewers. In the pilot there was a running gag about "Al," played by O'Neil who is always seen sitting around the house watching sports on TV with his hands in his pants ("that's because you always make it so cold around here, dear," he explains to his wife). At the end of the show, the couple make their way upstairs to the bedroom and just before the fade-out, Al plants his hand firmly on the buttocks of his wife, played by Sagal.

The two actors suggested last week that was pushing the envelope a little, compared to what the standards and practices departments of the three networks would allow. And, they said, the show's producers (Embassy) intend to maintain that level of permissiveness throughout the series. But Diller said he did not think the program was more permissive than other programs on the air, and added that he thought the pilot could have aired on any of the three networks. He also said that FBC was trying to offer more of the same types of programing already seen on the networks and syndication. "We view ourselves as alternative choice, not alternative programing," he said. "We want to entertain as best we can."

FBC has one executive in charge of monitoring program content, compared to whole departments at each network. Diller said FBC expects producers to keep content within limits commonly accepted in the broadcast industry. "If they don't, we will," he said. And the company has invoked its right to censor. One example involved the pilot seen by reporters last week. There was a joke about what the initials PMS (pre-menstrual syndrome) stood for in the script; "Al" thought it stood for "pummel men's scrotums." That went too far in Diller's view. "We thought it was inappropriate," he said.

As to FBC's performance, Diller said he'd consider it a "very early beginning" if the FBC shows in prime time could generate one-fourth of the rating that similar shows on the three networks get. □

Harmony Gold launches OPT for mini-series, made-for TV movies

Venture, with foreign co-production, will get $90 million in seed money

When the company that produced and distributed *Shaka Zulu* launched a marketing campaign for the controversial 10-hour mini-series last year, its backers worried

Business as usual: NBC wins the week

NBC took week 26 (ended March 22) with a 16.8 rating/27 share. CBS followed with a 14.2/23, and ABC with a 13.5/22. Last year the numbers were CBS 16.3/26, NBC 16.2/26 and ABC 14.3/23.

In evening news, NBC took week 26 with a 12.1/22 over CBS's 11.4/21 and ABC's 9.9/18. A year ago the news numbers ran CBS 12.3/22, NBC 12.2/22 and ABC 11.3/20.

The HUT level (homes using television) was down, standing at 61.8%. Week 25's HUT was 63.6% and a year ago, the HUT stood at 61.9%. This translates into 54.0 million homes tuned in during week 26, compared to week 25's 55.6 million and last year's 53.2 million for that year's week 25.

In the season to date standings, NBC is out in front with an 18.0/28, followed by CBS's 16.1/25 and ABC's 14.2/22.

For the evening finishes, CBS took Monday, Friday and Sunday. NBC took Thursday and Saturday, while ABC took Tuesday and Wednesday.

With President Reagan's press conference and the accompanying news analyses taking up the early part of Thursday evening, the averages closed out lower than usual. NBC won with a 25.6/39.2.

This was also the night for two NBC specials, *Roomies*, which followed immediately after *Cosby* and pulled a 28.9/42 to rank second for the week, and a *Bronx Zoo* special, which closed out the night and picked up an 18.4/32 and ranked 18th.

On Friday, ABC's premiere of *The Charmings* ran at 8-8:30 p.m. and scored an 11.4/19. The new sitcom ran against a repeat broadcast of *The Bugs Bunny/Road Runner Movie* on CBS (9.5/16) and NBC's *Family Ties* (19.3/32).

On Sunday, CBS's movie *Deadly Care* was tops from 9 to 11 p.m. when it racked up an 18.6/31. Part one of NBC's mini-series *Nutcracker: Money, Madness and Murder* pulled a 12.2/20. ABC ran a repeat broadcast of the theatrical "Rough Cut," and picked up a 13.9/23.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	32.6/47
2.	Roomies Special	NBC	28.9/42
3.	Cheers	NBC	26.3/39
4.	Murder, She Wrote	CBS	26.2/39
5.	Growing Pains	ABC	25.0/37
6.	Who's the Boss?	ABC	23.9/36
7.	Golden Girls	NBC	23.3/39
8.	Newhart	CBS	21.9/32
9.	60 Minutes	CBS	21.8/36
10.	Moonlighting	ABC	21.6/33
11.	Designing Women	CBS	19.3/29
11.	Family Ties Special	NBC	19.3/32
13.	Dallas	CBS	19.2/31
14.	Highway to Heaven	NBC	19.1/30
15.	Sunday Movie	CBS	18.6/31
15.	227	NBC	18.6/32
17.	Night Court	NBC	18.5/28
18.	Bronx Zoo Special	NBC	18.4/32
19.	My Sister Sam	CBS	17.7/26
20.	Kate & Allie	CBS	17.6/26
21.	Miami Vice	NBC	17.3/28
22.	Facts of Life	NBC	17.1/30
23.	ALF	NBC	17.0/25
24.	Dynasty	ABC	16.8/26
24.	Amen	NBC	16.8/29
26.	Cagney & Lacey	CBS	16.7/28
26.	Matlock	NBC	16.7/25
26.	Monday Night Movies	NBC	16.7/27
29.	Stingray	NBC	16.6/29
30.	Magnum, P.I.	CBS	16.1/25
31.	Amazing Stories	NBC	16.0/26
32.	Houston Knights	CBS	15.8/28
33.	Valerie	NBC	15.7/23
34.	Jack & Mike	ABC	15.4/27
35.	Hunter	NBC	15.3/29
36.	Perfect Strangers	ABC	15.1/24
37.	20/20	ABC	15.0/25
37.	McGyver	ABC	15.0/22
37.	Rags to Riches	NBC	15.0/22
40.	Hotel	ABC	14.6/26
41.	Hill Street Blues	NBC	14.3/25
42.	Tortellis	NBC	14.0/22
43.	Sunday Night Movie	ABC	13.9/23
44.	Harry	ABC	13.8/22
45.	Webster	ABC	13.5/22
46.	Disney Sunday Movie	ABC	13.4/21
47.	Colbys	ABC	12.8/19
48.	Our House	NBC	12.5/20
49.	Mike Hammer	CBS	12.2/19
49.	Sunday Night Movie	NBC	12.2/20
51.	Charmings	ABC	11.4/19
52.	Ohara	ABC	10.9/19
53.	NCAA Basketball, Thurs.	CBS	10.3/16
53.	NCAA Basketball, Fri.	CBS	10.3/20
55.	Spenser: For Hire	ABC	10.2/20
56.	Bugs Bunny/R. Runner Movie	CBS	9.5/16
56.	News Special	NBC	9.5/17
58.	Outlaws	CBS	9.4/16
58.	Tuesday Movie	CBS	9.4/15
60.	Friday Night Movie	ABC	9.3/15
61.	Starman	ABC	9.2/16
61.	Spies	CBS	9.2/14
63.	Monday Night Movie	ABC	9.1/14
64.	Reagan Analysis	CBS	8.7/13
65.	Saturday Movie	CBS	8.6/16

*indicates premiere episode

change ERP vis. to 1,360 kw and change HAAT to 918.5 ft. Filed March 18.

In Contest

Review board made following decisions:

San Antonio, Tex. (Vela Broadcasting, et al) TV proceeding. Scheduled oral argument for April 3 on exceptions to the initial decision of ALJ Edward J. Kuhlman granting the application of Nueva Vista Productions, Inc. for new UHF commercial television station on channel 60, denying competing app. of Vela Broadcasting Co., San Antonio Video Corp., TV 60 Ltd Partnership, Amistsad Comm. of the Southwest, Pro 60 Comm., San Antonio Broadcasting Inc. Each party has 20 minutes for oral argument. Applicants denied may reserve part of their time for rebuttal. By letter, March 10.

Charlotte Amalie, V.I. (Full Minority Media, et al) FM proceeding. Granted request for settlement agreement between Trans Caribbean Broadcasting Co. and SDP Enterprises, a limited partnership, dismissing app. of Full Minority Media and SDP Enterprises; granted app. of Trans Caribbean Broadcasting Co. for a new FM station at Charlotte Amalie. By MO&O, March 12.

ALJ James F. Tierney made following decision:

Charlotte Amalie, V.I. (Franklin D. Graham and Broadcast International, Inc.) TV proceeding. Approved settlement agreement between Graham and Broadcast International, dismissing Graham's app. with prejudice; granted the app. of Broadcast International for new UHF station on channel 43 at Charlotte Amalie, and terminated proceeding. By MO&O, March 12.

ALJ Joseph Chachkin made following decisions:

Morehead City, N.C. (Local Television Associates, Inc. et al) TV proceeding. Approved settlement agreement and dismissed with prejudice applications of Wander Broadcasting of Morehead City, Dr. James E. Carson, and Pine Cone Comm., limited partnership; granted amended app. of Local Television Associates for new commercial television station on channel 8+ at Morehead City, and terminated the proceeding. By MO&O, March 12.

Longview, Tex. (Etex Telemedia adn Channel 54 Broadcasting Co.) TV proceeding. Granted motions for summary decisions by Channel 54 Broadcasting Co. and resolved the short-spacing of air hazard issues in its favor; approved settlement agreement between Etex Telemedia and Channel 54 and dismissed with prejudice app. of Etex Telemedia; granted app. of Channel 54 Broadcasting for new commercial television station on channel 54 at Longview, and terminated the proceeding. By MO&O, March 18.

ALJ John M. Frysiak made following decisions:

Orlando, Fla. (Marlin Broadcasting of Central Florida, Inc. et al) Granted request by Reece Associates, and enlarged issues against Sunshine Television 27 Inc. to determine whether Sunshine misrepresented facts, exhibited a lack of candor, or was grossly negligent in certifying that it was financially qualified to construct and operate its proposed station. By MO&O, March 11.

Delhi, La. (Contemporary Communications, et al) FM proceeding. Granted request by Contemporary Comm. and dismissed its app. with prejudice. By MO&O, March 11.

ALJ Edward J. Kuhlman made following decision:

Andalusia, Ala. (Companion Broadcasting Service Inc. and Jackson-Purnell Broadcasting Co.) FM proceeding. Approved settlement agreement between Companion and Jackson-Purnell and dismissed with prejudice app. of Jackson-Purnell; granted app. of Companion Broadcasting for new FM station on channel 284A (104.7 mhz) at Andalusia, and terminated the proceeding. By MO&O, March 9.

ALJ Edward Luton made following decisions:

Guadalupe, Calif. (Armondo Garcia, et al) FM proceeding. Granted motion by SW/USA Broadcasting Co. and dismissed app. with prejudice. By Order, March 19.

Van Buren, Ind. (Charles J. Saltzman, et al) FM proceeding. By separate orders dismissed with prejudice the app. of Charles J. Saltzman and Marion College; granted motions for summary decisions by Umberger Radio and Altcom of Indiana Inc. and resolved the air hazard issues in their favor. By Order, March 19.

Atlantic City, N.Y. (ACTB, Inc. et al) TV proceeding. Granted motion for summary decision by Garden State Communications and resolved main studio location issue in its favor. By Order, March 19.

Brockport and Webster, N.Y. (State University of New York and Mars Hill Broadcasting Co.) FM proceeding. Approved settlement agreement between State University and Mars Hill and granted State University's amended app. to modify the facilities of WBSU-FM at Brockport by changing from .13 kw to 7.34 kw; granted amended app. of Mars Hill for new noncommercial ed. FM station on channel 207 (89.3 mhz) at Webster, and terminated the proceeding. By MO&O, March 18.

Merkel, Tex. (Southwestern Bell Telephone Co. et al) PLMS proceeding. Granted request by Communications Sales and Service Inc. and dismissed with prejudice its app. for new two-base facilities in PLMS at Merkel; approved settlement between Southwestern Bell and Mobile Phone of Texas Inc; granted amendment by Mobile Phone to remove the exclusivity; granted the app. of Southwestern Bell to establish additional two-way facilities and modify facilities for station KKJ443, 152.57 and 152.78 mhz near Cisco, Tex.; and station KTS227, 152.57 mhz near Sweetwater, Tex., in the PLMS, and terminated the proceeding. By MO&O, March 17.

Charlottesville, Va. (Central Virginia Educational Television Corp. and Shenandoah Valley Educational Television Corp.) ED-TV proceeding. Approved settlement agreement between Central Virginia and Shenandoah Valley and dismissed with prejudice the app. of Shenandoah Valley; granted app. of Central Virginia Educational Television for new noncommercial television station on channel 41 at Charlottesville, and terminated the proceeding. By MO&O, March 17.

ALJ Walter C. Miller made following decisions:

Harwichport, Mass. (Pilgrims Pride Broadcasting Co. Ltd. et al) FM proceeding. granted motion by Pilgrims Pride and dismissed with prejudice app. of Sound Media Ltd. for failure to prosecute. By MO&O, March 13.

Hardeeville, S.C. (Earl T. Brown, et al) FM proceeding. By separate orders, granted request by Radio Hardeeville Ltd. and dismissed app. with prejudice; granted petition by Vivian Lynn Bellairs to enlarge issues against Hardeeville Associates to determine whether Hardeeville Associates falsely certified, made misrepresentation, or lacked candor concerning publication of notice of its application. By MO&O, March 13.

Laramie, Wyo. (Stephen G. Kafka, et al) FM proceeding. granted motion for summary decision by Laramie Women's Hispanic Network and resolved the air hazard issue in its favor. By MO&O, March 19.

ALJ Richard L. Sippel made following decisions:

Bunnell, Fla. (Meredith Corp, et al) TV proceeding. Approved settlement agreement among Bunnell Communications Inc., Meredith Corp., Pollack Broadcasting Co., and Bunnell Broadcasting Corp., and dismissed with prejudice app. of Meredith, Pollack and Bunnell Broadcasting; the appl. of Bunnell Communications and Bunnell Television Co. are retained in hearing status. By MO&O, March 10.

Duluth, Minn. (Robin C. Brandt) TV proceeding. Granted motion by Brandt and conditionally granted her app. for new UHF commercial television station on channel 21 at Duluth, and terminated the proceeding. By Order, March 16.

Jackson, Wyo. (Teton Broadcasting Ltd. Partnership, et al) Granted request by KOVA Communications Ltd Partnership and dismissed its app. with prejudice. By Order, March 9.

ALJ Joseph Stirmer made following decision:

Ukiah, Cal. (Bott Communications, Inc., et al) FM proceeding. Granted motion for partial summary decision by Marilyn J. Johnson and resolved the air hazard issue in her favor. By Order, March 11.

Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
Existing AM's	
KWOW	KIZN Constant Communications Co. of Idaho Inc., Boise, Idaho
KWRO	KBEY Coquille River Broadcasters Inc., Coquille, Ore.
KKMO	KAMT KAMT, Tacoma, Wash.
Existing FM's	
WWJV	WLCS Win Communications Ltd. Partnership, Jacksonville, Fla.
WTKS	WRXR Pyramid West Corp., Chicago
WMJC	WMKG Liggett Broadcast Inc., Battle Creek, Mich.
WHTO	WTPS-FM Pro Marketing Inc., Muncy, Pa.
WWOK-FM	WJLC-FM South Boston, Va.

Grants

Call	Sought by
New FM's	
*KAXL	Greenacres Educational Broadcasting Foundation, Greenacres, Calif.
*WKTW	Performing Arts Network of N.J., Dover Township, N.J.
*WRVT	Vermont Public Radio, Rutland, Vt.
New TV	
*KUYA	Galveston Educational TV Inc., Galveston, Tex.
Existing AM's	
WKNI	WWLX Allen Carwile, Lexington, Ala.
WREZ	WLSQ Brien Broadcasting, Montgomery, Ala.
KQMQ	KKUA Northpark Media Inc., Honolulu
WKBF	WHBF Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.
Existing FM's	
WREZ-FM	WREZ Brien Broadcasting, Montgomery, Ala.
KLZZ	KEDZ Diaz Broadcasting Co., Los Osos Baywood Park, Calif.
KRXQ	KDJQ Fuller-Jeffrey Broadcasting Corp. of Greater Sacramento, Roseville, Calif.
WPXR-FM	WHBF-FM Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.
*WOLW	WXYB Northern Christian Radio Inc., Cadillac, Mich.
WXLS	WZKX Contemporary Communications, Gulfport, Miss.
WZKX	WQLC Charles Dowdy and J. Morgan Dowdy, a Partnership, Poplarville, Miss.
WQIO	WMVO The Mount Vernon Broadcasting Co., Mount Vernon, Ohio